representations of the advantages of correcting night-starvation and other ills, impressed many.

Nor was all this effort without its idealistic side. As MacDonald put it in his speech at the opening of an Advertising Convention: 'Your advertisements should appeal to the public, not merely for the satisfaction of what you might call the lower appetites, but you should endeavour to make the public buy with some kind of idealism, to awaken some of the higher needs of the human body, the human mind, and the human soul/ The higher needs of the human body, the human mind and the human soul, were duly awakened. A Recall to Religion, initiated by the Archbishop of Canterbury, was recommended to the public by a picture of a well-dressed man seated at a desk, with telephone and other office appurtenances before him, and looking up wistfully at a window through which came a shaft of light, this, presumably, symbolising his impending conversion. Among other higher needs publicised were, loving-kindness, promoted by suitably decorated greeting-telegrams at reduced rates; knowledge, in the form of dictionaries and encyclopaedias, available for a small payment to newspaper subscribers; truth, as proclaimed by the *Daily Express* and other publications; health and beauty, whose secrets were brought within the reach of the poorest in the land. A Fitter Britain was assiduously recommended, and Youth and Beauty held up to women of all ages, and at all stages of decrepitude, as a worthy and realisable aspiration.

Publicity became a mighty industry, whose annual turnover ran into millions, whose captains were knighted,

and in other ways honoured; a cult, almost a religion, with many devotees. Actresses, politicians, athletes, authors, had their publicity agents, whose business was to make their light shine before men, and keep it shining. Government departments and business enterprises required public relations officers, for the same purpose. Contacts, like time, were money, since they yielded publicity, might be bartered one against the other, with profit to all con* cernecL He who had many contacts was rich, and soon got